**INTRODUCTION**

A. DESCRIPTION & DISUCSSION OF THE BACKGROUND

London is a megacity, the capital of the United Kingdom and one of the oldest of the world’s great cities, with its history spanning nearly two millennia. By far Britain's largest metropolis, it is also the country’s economic, transportation, and cultural center. The population of London had already exceeded one million by 1800 and it reached 9 million in 2018. London and the UK's population has one of the most diverse groups of origin countries in the world. Also, London is one of the world's leading tourism destinations with 21 million international visitors in 2018.

In recent years the restaurant industry in the United Kingdom and specifically London has undergone a period of growth. Consumer expenditure on restaurants and cafes reached close to £ 88 billion in 2017. The number of enterprises has been steadily increasing, contributing £ 17.9 billion to the British Economy.

Considering London's diversity and ethnicity it is evident that starting a restaurant business would earn you more money comparatively than most of the other businesses. Although, with more profitable business there comes the most competition. This article can serve as one of the guides to start a restaurant business based on a particular cuisine like Indian, Italian, American, etc., by providing a specific location. The number of restaurants in a specific location categorized based on cuisine and population distribution based on ethnicity and culture are some of the features considered for analysis.

B. PROBLEM DESCRIPTION

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal or with an open account. London is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city’s immigrant history.

So, it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on location such as;

1. London Population and demographics
2. Who are the competitors in that location?
3. Cuisine served / Menu of the competitors
4. Are there any venues like Tourist attractions, Entertainment zones, Parks etc., nearby where floating population is high.
5. Segmentation of the Borough
6. Untapped markets
7. Saturated markets etc.

And the list goes on…

Even though well-funded XYZ Company Ltd. needs to choose the correct location to start its first venture. If this is successful, they can replicate the same in other locations. First move is very important, thereby choice of location is very important.

Target Audience:

To recommend the correct location, XYZ Company Ltd has appointed me to lead of the Data Science team. The objective is to locate and recommend to the management which neighborhood of London will be best choice to start a restaurant based on cuisine. The management also expects to understand the rationale of the recommendations made.

Success Criteria:

**The success criteria of the project will be a good recommendation of neighborhood choice to XYZ Company Ltd based on Lack of such restaurants considering cuisine as a factor in that location.**